

Message Text

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PAGE 01 KINGST 04587 241539Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 AGR-10 USIA-15 RSC-01 /044 W
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P R 241450Z DEC 74

FM AMEMBASSY KINGSTON

TO SECSTATE WASHDC PRIORITY 6540

INFO AMEMBASSY GUAYAQUIL

AMEMBASSY BOGOTA

AMEMBASSY QUITO

AMEMBASSY SANTO DOMINGO

UNCLAS KINGSTON 4587

E.O. 11652: N/A

TAGS: BEXP, JM

SUBJECT: U.S. FOOD PROCESSING, PACKAGING AND AGRICULTURAL
EQUIPMENT TRADE MISSION

REF: STATE 277170, USIA CIRCULAR-1588, NOV. 6, 1974;
KINGSTON (USIA) 4226, NOV. 25; KINGSTON A-187

1. REF STATE 277170, POST BELIEVES MARKET POTENTIAL FOR BOTH FEED BODY TRUCKS AND COMBINED ENGINEERING SYSTEM FOR SWINE RAISING WILL BE EXCELLENT. POSSIBLE END USER OF TRUCKS INCLUDES ONE ESTABLISHED FEED FACTORY AND A NEW SOYBEAN PROCESSING PLANT. SWINE RAISING SYSTEM WILL INTEREST AGRICULTURAL MARKETING CORPORATION, THE GOJ AGENCY OBLIGED TO IMPORT PIG PARTS FOR CHRISTMAS SEASON DUE TO ISLANDWIDE SHORTAGE.

2. IMPORTANT ALL AVAILABLE NAMES ADDRESSES, TEL. NO., AND PRODUCT INFORMATION ON MISSION PARTICIPANTS BE CABLED TO EMBASSY BY 2ND WEEK OF JANUARY 1975 FOR PRESS COVERAGE. IN ADDITION, POST WOULD GREATLY APPRECIATE RECEIVING BY 1ST WEEK FEB. PRODUCT LITERATURE GIVING FULL RANGE EXHIBIT PRODUCTS TO BE PROMOTED. EMBASSY PERSONNEL WILL PRESENT LITERATURE TO SELECT END USERS PRIOR TO MISSION'S ARRIVAL.

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3. INCLUSION OF IRRIGATION EQUIPMENT MANUFACTURERS

(HYDRAULIC, CENTRIFUGAL, VERTICAL/HORIZONTAL PUMPS; SYSTEMS: SPRINKLER, OVERHEAD, TRENCH/FLOOD AND IN PARTICULAR, "DRIP" OR TRICKLE FOR CITRUS TREES; DIESEL/ELECTRIC MOTORS TO POWER PUMPS) IN SUBJECT TRADE MISSION WOULD BE WELL WORTHWHILE. POST HAS COMPLETED IRRIGATION MINI-MARKET SURVEY WHICH SHOWS ABOUT 20 PERCENT ANNUAL GROWTH RATE AND EXCELLENT SALES PROSPECTS DUE GOJ AGRICULTURAL/INDUSTRIAL LOANS. OTHER HIGH POTENTIAL SALES CATEGORIES INCLUDE AGRICULTURAL IMPLEMENTS, SUGAR, HARVESTING AND THRESHING MACHINERY, MEDIUM SIZE TRACTORS. NTM TRACTOR MANUFACTURERS ABLE PROVIDE QUICK DELIVERY SHOULD BE ENCOURAGED PARTICIPATE SUBJECT MISSION. PLEASE REFER KINGSTON A-187.

4. A) CATALOGUE SHOW AND
B) FOOD PROCESSING EQUIPMENT FILM SHOWING.
A. POST PLANNING AGRICULTURAL/FOOD PROCESSING EQUIPMENT CATALOGUE SHOW SIMULTANEOUS WITH TRADE MISSION. COMOFF HAS ALREADY WRITTEN LETTERS TO FOLLOWING ASSOCIATIONS REQUESTING THEIR MEMBERS FORWARD VIA AIR POUCH 15 COPIES PRODUCT LITERATURE:
AGRICULTURAL AND INDUSTRIAL MANUFACTURERS' REPRESENTATIVES ASSOCIATION
5524 FALMOUTH ROAD
SHAWNEE MISSION, KANSAS 66205
FRANK A. BISTRON, EXECUTIVE DIRECTOR

SPRINKLER IRRIGATION ASSOCIATION
13975 CONNECTICUT AVENUE
STE 310
SILVER SPRING, MD. 20906
W.D. ANDERSON, EXECUTIVE SECRETARY

HYDRAULIC INSTITUTE
122 EAST 42ND STREET
NEW YORK, N.Y. 10017
FRANK P. ANDERSON, SECRETARY/TREASURER

POST HOPES RECEIVE MOST LITERATURE BY FIRST WEEK FEBRUARY BUT WOULD APPRECIATE COMMERCE FOLLOWING UP WITH ASSOCIATIONS TO EXPEDITE LITERATURE. ALSO, POST WOULD APPRECIATE
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COMMERCE CONTACTING FOOD PROCESSING MACHINERY AND SUPPLIES ASSOCIATION, 7758 WISCONSIN AVE., WASHINGTON, D.C. 20014, PRESIDENT: WILLIAM D. LEWIS, TEL (301) 656-5724 AND PACKAGING MACHINERY MANUFACTURERS INSTITUTE, 2000 K STREET, N.W. WASHINGTON, D.C. 20006, CLAUDE S. BREEDEN, JR., EXECUTIVE DIRECTOR, TEL (202) 338-2800, TO SEE IF THEIR MEMBERS MIGHT BE INTERESTED FORWARDING PRODUCT LITERATURE TO EMBASSY BY FIRST WEEK FEBRUARY FOR CATALOGUE SHOW.

B. POST PLANS SHOW USIS FILMS ON FOOD PROCESSING/PACKAGING
REF. USIA CIRCULAR-1588, NOV. 6, 1974 AND KINGSTON (USIA)
4226, NOV. 25, DURING TRADE MISSION ON SPOT BASIS.
POST FEELS THAT THESE EVENTS WILL HELP ATTRACT MORE END
USERS, GOVERNMENT OFFICIALS AND POTENTIAL AGENTS TO KINGSTON,
(PARTICULARLY FROM DISTANT RURAL AREAS) AND ALLOW MISSION
MEMBERS GREATER OPPORTUNITY TO MEET INTERESTED JAMAICANS ON
COUNTRYWIDE BASIS.
GERARD

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